



# Unified Web Media Virtual Tours

## ENGAGE INTEREST

**51%** more likely to be viewed as **worth reading more information about**  
**43%** more likely to be viewed as **has what I need**

## ESTABLISH TRUST

**78%** more likely to be viewed as **well-established**  
**91%** more likely to be viewed as **knows what it's doing**

**201%** more likely to be viewed as **current**

## MOTIVATE ACTION

**38%** more likely to be viewed as a **business I would visit**  
**29%** more likely to motivate consumers to **visit the business**  
**29%** more likely to motivate consumers to **consider purchasing from this business**



- Provides detailed visual information to your potential customers beyond text and still photos.
- If a photograph is worth 1,000 words, a virtual tour is worth 1,000 photographs
- Opens your location and services to online users in a detailed and fast-loading virtual reality environment, allowing you to showcase key features of your business

How can virtual tours increase your business revenue?

- **More Visits** to your website - increased customers and more frequent returns
- **More Time** spent at your site and increased "stickiness" for visitors
- **More Exposure** - your location/services are on show 24/7/365
- **More Sales** in less time - Virtual Tours are proven to generate sales faster
- **More Information** and more customer confidence in decision-making
- **More to See** - Virtual Tour images show the whole environment in 360 degrees.

Businesses across all industries are accelerating e-commerce and increasing visits using Virtual Tour imaging solutions to deliver dynamic visual content. Virtual Tours give Web users the power to interact with images to get a better understanding of products, services, and locations.



**IVRPA**  
INTERNATIONAL  
VIRTUAL REALITY  
PROFESSIONALS  
ASSOCIATION